

Kila T. Porter

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OBJECTIVE

To utilize my award-winning marketing skills by working with Fortune 500 clients in order to enhance an organization's profitability in promotional marketing, direct mail, online marketing, and partnership/web development initiatives.

AWARDS/HONORS

- Recognized by Axis' executives for developing new business opportunities that led to a 10% sales increase
- Received an outstanding commendation from Bayer's Senior Premiums Buyer for helping to reduce departments cost by 20% for its marketing initiatives

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

Axis Enterprises, Inc.

White Plains, NY

2002 – 2009

Senior Account Manager

- Recognized for 5 consecutive years for increasing sales by a 32% margin for accounts worth over \$4M (million dollars) and created a surplus in sales team marketing budget
- Primary consultant for a not-for-profit organization creating pricing strategies and product recommendations for online marketing programs and special events resulting in a 15% increase in business over 5 years
- Managed Citibank's Community Capital (formerly Community Capital Development) initiatives for a 5-year period worth over \$3M providing tradeshow giveaways and community recognition awards to more than 60,000 attendees while maximizing Axis' profit margins
- Developed a comprehensive marketing communication plan for a major accounting firm's marketing, sales and human resource departments to ensure that promotional giveaways used at college recruitment, career fairs and tradeshows conveyed client's corporate objectives that resulted in an 80% retention rate of repeat business for clients annual events over the past four years
- Achieved a 25% profit margin for Bayer Healthcare by sourcing domestic and overseas manufacturers to supply marketing materials for client's sales meeting leading to a large volume order

Halo Solutions

White Plains, NY

1999 – 2002

Key Account Coordinator

- Led sales team meetings to address client objectives and develop promotional marketing strategies that increased business by 25%
- Awarded the employee of the year due to the additional sales brought in under my direction
- Analyzed a cost benefit analysis of promotional programs for Praxair that led to a three year contract renewal
- Selected as a preferred vendor for PIMCO's employee recognition program for coordinating design and layout

Enterprise Rent- A- Car Management Assistant

White Plains, NY

1997 – 1999

- Trained, supervised and motivated new hires exceeding monthly sales goals by 8% that led to the promotion of this group into the top five branch offices in the northeast region
- Created an innovative marketing plan for increasing customer satisfaction, resulting in a 10% increase in customer loyalty compared to the previous year
- Spearheaded an enhancement initiative with Enterprise Rent-A-Car's partners such as insurance agencies, car dealerships and local auto repair stations that helped generate a mutual 30% on average increase in business

EDUCATION

Manhattanville College, School of Graduate and Professional Studies, Purchase, NY

Master of Science in Integrated Marketing Communications, May 2008

Siena College, Loudonville, NY

Bachelor of Science in Economics; concentration in **Marketing Management**, August 1999

SPECIALIZED SKILLS AND TRAINING

Pace University, School of Computer Learning Center

Certification in Adobe Web Design, July 2009

Microsoft Office 2007 Excel, Word, Power Point and Outlook

PROFESSIONAL ORGANIZATIONS

International Association of Business Communicators (IABC), 2008 - Present